The CAEP Logo

ELEMENTS OF THE CAEP LOGO

The logo is made up of the CAEP logo at left, comprised of the acronym and swash. And the wordmark of the full name, “Council for the Accreditation of Educator Preparation,” at right. Colors for each logo element is specified below:

LOGO
- Acronym = Pantone 7726
- Swash = Pantone 110

WORDMARK
- Type = Pantone 7726

Council for the Accreditation of Educator Preparation

OTHER COLOR OPTIONS FOR THE CAEP LOGO

Black and White

Reversed out of a color background
Logo Sizing

CLEARSPACE

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. The amount of clear space required for the logo should equal half the height of the capital “E” in the “CAEP” wordmark. This clear space should be consistent on all sides of the logo. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the CAEP brand. The provided artwork must be used at all times.

MINIMUM SIZE

To ensure the legibility of the wordmark, the smallest size the logo should appear is 2.125 inches wide. At this size the wordmark will appear in 7 point type.
CAEP Corporate Colors

**PRIMARY LOGO COLORS**

<table>
<thead>
<tr>
<th>PMS 7726</th>
<th>PMS 110</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 100</td>
<td>R: 0</td>
</tr>
<tr>
<td>M: 25</td>
<td>G: 123</td>
</tr>
<tr>
<td>Y: 89</td>
<td>B: 76</td>
</tr>
<tr>
<td>K: 13</td>
<td></td>
</tr>
<tr>
<td>100%</td>
<td>100%</td>
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<tr>
<td>75%</td>
<td>75%</td>
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<tr>
<td>50%</td>
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<tr>
<td>25%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 424</th>
<th>PMS 302</th>
</tr>
</thead>
<tbody>
<tr>
<td>C: 0</td>
<td>R: 0</td>
</tr>
<tr>
<td>M: 0</td>
<td>G: 123</td>
</tr>
<tr>
<td>Y: 100</td>
<td>B: 0</td>
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<tr>
<td>K: 61</td>
<td></td>
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<tr>
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</tbody>
</table>

**COMPLEMENTARY COLORS**
Typefaces

The primary typeface for brand identity applications is Avenir, chosen for its cleanliness and versatility.

Avenir 45 Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 65 Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 85 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 95 Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 45 Book Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 65 Medium Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 85 Bold Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir 95 Black Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
The primary serif typeface is Centaur MT, chosen for its classical elegance.

Centaur MT Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ  1234567890

Centaur MT Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ  1234567890

Centaur MT Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Centaur MT Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Typefaces

The closest Windows substitute for Avenir is Century Gothic, if unavailable Arial will work.

Century Gothic Regular
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Century Gothic Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Century Gothic Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Century Gothic Bold Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Windows serif typeface substitute is Book Antiqua.

Book Antiqua Roman
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Book Antiqua Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Book Antiqua Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Book Antiqua Bold Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Correct Usage

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

- No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured.
- A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined in Logo Clearspace section. Must use the artwork provided.
- Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
- Logo artwork should always appear upright.
- Logo artwork should appear against a solid background to ensure maximum and proper contrast.
- Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in these guidelines.
Incorrect Usage

1. Don’t change the logo’s orientation.
2. Don’t bevel or emboss the logo.
3. Don’t place the logo on a busy photograph or pattern.

4. Don’t change the logo colors.
5. Don’t add “glow” effects to the logo.
6. Don’t present the logo on “vibrating” colored backgrounds.
7. Don’t present the logo in “outline only” fashion.

8. Don’t place the logo on similarly-colored backgrounds.

9. Don’t outline the logo in any color.

10. Don’t add “drop shadow” effects to the logo.

11. Don’t put a white box around the logo when placed on a dark or busy background.

12. Don’t stretch or squeeze the logo to distort proportions.